Award-Winning Entrepreneur And 'Upcycler' Mat Dusting Of M-24

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Farmer's son Mat Dusting has catapulted onto the up-cycling scene, his innovative use of lorry tarpaulins and reclaimed seatbelts grabbing the attention of ski and snowboarders.

Since obtaining an initial Prince's Trust start-up loan for £2,000, Mat's business is now working at full capacity to meet orders - operating entirely out of an 8 mile radius in the British countryside.

Other funding bodies have sat up and taken notice too: Mat has also been awarded a local council grant for reducing landfill, Shell LiveWIRE's Grand Ideas Award, and a bursary from South West Manufacturing for new product development.

While growing up on his father's farm, Mat discovered that the discarded lorry tarpaulins that were used to transport produce were either dumped in landfills, or burned. He discovered ways to clean and re-use the product - 'upcycling' - and M-24 was born. Mat has created a stylish product that is 100% waterproof, with a retro aesthetic.

Launched at the national Ski and Snowboard Show at Earl's Court in 2012, the business has thrived ever since. Initially focused towards winter sports fans, M-24 is now attracting the attention of the design and fashion world, with a recent market stall at London's trendy Spitalfields Market and a week-long pop-up shop on the iconic King's Road, funded by StartUp Britain.

The lorry tarpaulin used is durable, weatherproof and designed to withstand punishing long journeys but few see the material when it's cleaned and transformed into stylish and functional items. Each piece, handmade in Somerset, is completely unique.

Mat is available for interview to talk about the ideas behind M-24, his thoughts on upcycling and sustainability, his plans to launch in London and what the future holds for this entrepreneurial farmer's son and his ambition to make M-24 a well-known British brand with a big personality.

For more information visit www.m-24.co.uk

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FAQs
Where does the name M-24 come from?
It is a combination of Mat and 24 - the age at which Mat started the business. It is also meant to sound like it could be a British Motorway, as all the products are sourced from our roads. Material is sourced from companies such as Eddie Stobart, (their many fans have also started to buy M-24 products.)

How sustainable is the brand?
The seat belts are sourced from scrapyards, all cleaning takes place in an old refurbished milk dairy parlour in Somerset where local people are employed. A local stitching company is employed as well as local freelance leather experts to make prototype designs. It is a thoroughly British brand! The whole manufacturing process is based within an 8 mile radius.

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